



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 09-14-2012 PAGE: 1 of 4

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
387750	05-31-2012	09-13-2012	3	COWELL FOR NC TREASURER	COWELL NC TR	POLITICALS	WTVD - DURHAM

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
11204	235563	PHILADELPHIA	A. CLIFFORD	10-02-2012	11-06-2012	M (Broadcast Month, Cycle 1)	N	235563

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11204																	
1	11-05-2012	11-06-2012	05:30AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA	2	30	1							1	350	1	350.00
2	10-29-2012	11-04-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30		1	1		1			3	850	3	2,550.00
3	11-05-2012	11-06-2012	06:00AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)	1	30	1	1						2	850	2	1,700.00
4	10-29-2012	11-04-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	1	1	1	1	1			5	850	5	4,250.00
5	11-05-2012	11-06-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	1	30	1	1						2	850	2	1,700.00
6	10-29-2012	11-04-2012	08:00AM - 09:00AM	GOOD MORNING AMERICA SATURDAY (1883)	2	30						1		1	400	1	400.00
7	10-29-2012	11-04-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	3	30		1						1	125	1	125.00
8	10-29-2012	11-04-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	3	30	1							1	150	1	150.00
9	10-29-2012	11-04-2012	11:00AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)	2	30				1				1	300	1	300.00
10	10-29-2012	11-04-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30					1			1	250	1	250.00
11	10-29-2012	11-04-2012	03:00PM - 04:00PM	KATIE (817)	2	30	1	1		1				3	175	3	525.00
12	11-05-2012	11-06-2012	03:00PM - 04:00PM	KATIE (817)	2	30	1							1	175	1	175.00
13	10-29-2012	11-04-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30			1					1	375	1	375.00
14	10-29-2012	11-04-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	1	30	1				1			2	750	2	1,500.00
15	10-29-2012	11-04-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8	1	30		1		1				2	950	2	1,900.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
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Contract No 387750	Contract Dt 05-31-2012	Revision Dt 09-13-2012	Rev# 3	Advertiser COWELL FOR NC TREASURER	Brand COWELL NC TR	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 11204			CMS # 235563	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 235563			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 11204																
16	11-05-2012	11-06-2012	05:30PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8			1	30	1							1	950	1	950.00
17	10-29-2012	11-04-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			1	30	1		1		1			3	1,100	3	3,300.00
18	11-05-2012	11-06-2012	06:00PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81			1	30	1							1	1,100	1	1,100.00
19	10-29-2012	11-04-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30		1		1				2	1,400	2	2,800.00
20	11-05-2012	11-06-2012	07:00PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)			1	30	1							1	1,400	1	1,400.00
21	10-29-2012	11-04-2012	07:30PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)			1	30	1		1					2	1,400	2	2,800.00
22	11-05-2012	11-06-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)			2	30	1							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2																
23	10-29-2012	11-04-2012	08:00PM - 09:00PM	SUNDAY PRIME 8-9P (931)			1	30							1	1	4,200	1	4,200.00
			----- ITEM LINE NOTE ----- ONCE UPON CD																
24	10-29-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			1	30	1		1		1			3	1,100	3	3,300.00
25	11-05-2012	11-06-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY			1	30	1							1	1,100	1	1,100.00
26	10-29-2012	11-04-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)			2	30		1		1				2	250	2	500.00
27	11-06-2012	11-06-2012	05:28AM - 06:00AM	EYEWITNESS NEWS AT 5:30 AM (MONDAY-FRIDA			2	30		1						1	350	1	350.00
28	10-29-2012	11-01-2012	05:58AM - 07:00AM	EYEWITNESS NEWS AT 6AM (MONDAY -FRIDAY)			1	30	1			1				2	850	2	1,700.00

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Contract No 387750	Contract Dt 05-31-2012	Revision Dt 09-13-2012	Rev# 3	Advertiser COWELL FOR NC TREASURER	Brand COWELL NC TR	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 11204			CMS # 235563	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 235563				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 11204																	
29	11-05-2012	11-05-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)				3	30	1							1	125	1	125.00
30	10-29-2012	10-29-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)				2	30	1							1	300	1	300.00
31	10-31-2012	10-31-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)				2	30			1					1	250	1	250.00
32	11-02-2012	11-02-2012	03:00PM - 04:00PM	KATIE (817)				2	30					1			1	175	1	175.00
33	10-30-2012	10-30-2012	04:00PM - 05:00PM	EYEWITNESS NEWS 4:00PM (MONDAY- FRIDAY) (1	30		1						1	375	1	375.00
34	11-05-2012	11-05-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY				1	30	1							1	750	1	750.00
35	10-31-2012	10-31-2012	05:28PM - 06:00PM	EYEWITNESS NEWS 5:30PM (MONDAY-FRIDAY) (8				1	30			1					1	950	1	950.00
36	11-01-2012	11-01-2012	05:58PM - 06:30PM	EYEWITNESS NEWS AT 6P (MONDAY-FRIDAY) (81				1	30				1				1	1,100	1	1,100.00
37	11-02-2012	11-02-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)				1	30					1			1	1,400	1	1,400.00
38	10-30-2012	10-30-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)				1	30		1						1	1,400	1	1,400.00
39	11-05-2012	11-05-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)				1	30	1							1	1,400	1	1,400.00
40	10-29-2012	10-29-2012	07:58PM - 10:00PM	MONDAY PRIME 8-10P (795)				2	30	1							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS																	
41	10-31-2012	10-31-2012	10:00PM - 11:00PM	WED PRIME 10-11P (814)				2	30			1					1	1,500	1	1,500.00
			----- ITEM LINE NOTE ----- NASHVILLE																	

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Agency Est# 11204	CMS # 235563	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-02-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 235563
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11204																	
R 42	11-02-2012	11-02-2012	07:58PM - 09:00PM	FRIDAY PRIME 8-9P (792)	2	30					1			1	2,200	1	2,200.00
----- ITEM LINE NOTE ----- LAST MAN/MALIBU																	
R 43	10-30-2012	11-01-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30		1		1				2	1,100	2	2,200.00
R 44	11-04-2012	11-04-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30							1	1	750	1	750.00
R 45	11-05-2012	11-05-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)	2	30	1							1	250	1	250.00
46	11-01-2012	11-01-2012	08:00PM - 11:00PM	PRIME SPECIALS (797)	1	30				1				1	3,000	1	3,000.00
47	10-31-2012	10-31-2012	05:00PM - 05:30PM	EYEWITNESS NEWS AT 5:00PM(MONDAY-FRIDAY	1	30			1					1	750	1	750.00
48	11-03-2012	11-03-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						1		1	250	1	250.00
Contracted Gross Total:																69	66,875.00
Actual Gross Total:																69	66,875.00
Agency Commission:																	10,031.25
Net Total:																	56,843.75

Month/YR	Preempted	Made Good	Contract Total	Adjustments	Actual Total
Oct 12	0.00	0.00	0.00	0.00	0.00
Nov 12	0.00	0.00	66,875.00	0.00	66,875.00
TOTAL	0.00	0.00	66,875.00	0.00	66,875.00

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